

# The Targus Advantage

## The Category Expert

The Targus Global Alliance Division provides quality cases, accessories, bundling options and kits to leading technology brands worldwide.

Leveraging our global infrastructure, flexibility, economies of scale and experience makes business sense.

## Success Through Alliances

Ensuring your products are tailored to current and emerging market directions is a key success driver. Category Leadership in retail and commercial laptop accessories means that we know the market and trends. That knowledge flows to your sales via product expertise and operational excellence.



Through this value pyramid, you receive the broadest range of product and price solutions, unsurpassed support systems and profitable sales.

The application of these unique competencies sets Targus apart as the Alliance partner of choice.